

**Amendments to the Claims**

This listing of claims replaces all prior versions and listings of claims in the application:

1.     **(Amended)** A method implemented by a computer for providing different combinations of multiple pieces of content in a single e-mail to a plurality of patrons, the method comprising  
  
          maintaining a database identifying each of the patrons and each patron's corresponding interest;  
  
          matching the multiple pieces of content to each of the patrons based on each patron's individual corresponding interest;  
  
          generating by the computer the single e-mail for each of the patrons, wherein the e-mail contains the multiple pieces of content; and  
  
          delivering the e-mail to each of the patrons.
2.     **(Original)** The method of claim 1, further comprising prioritizing the multiple pieces of content for placement in the e-mail.
3.     **(Original)** The method of claim 2, further comprising limiting the number of pieces of content to be provided in the e-mail.
4.     **(Original)** The method of claim 3, further comprising eliminating duplicate pieces of content.
5.     **(Original)** The method of claim 2, further comprising sorting the multiple pieces of content into defined categories.
6.     **(Original)** The method of claim 5, further comprising limiting the number of pieces of content to be provided within each of the defined categories.
7.     **(Original)** A system for providing different combinations of multiple pieces of content in a single e-mail to a plurality of patrons, the system comprising:

means for maintaining a database identifying each of the patrons and each patron's corresponding interest;

means for matching the multiple pieces of content to each of the patrons based on each patron's individual corresponding interest;

means for generating the single e-mail for each of the patrons, wherein the e-mail contains the multiple pieces of content; and

means for delivering the e-mail to each of the patrons.

8. (Original) The system of claim 7, further comprising means for prioritizing the multiple pieces of content for placement in the e-mail.

9. (Original) The system of claim 8, further comprising means for limiting the number of pieces of content to be provided in the e-mail.

10. (Original) The system of claim 9, further comprising means for eliminating duplicate pieces of content.

11. (Original) The system of claim 8, further comprising means for sorting the multiple pieces of content into defined categories.

12. (Original) The system of claim 11, further comprising means for limiting the number of pieces of content to be provided within each of the defined categories.

13. (Original) A system for providing multiple pieces of content in a single e-mail, the system comprising:

a plurality of patrons; and

a processor programmed to:

maintain a database identifying each of the patrons and each patron's corresponding interest;

match the multiple pieces of content to each of the patrons based on each patron's individual corresponding interest;

generate the single e-mail for each of the patrons, wherein the e-mail contains the multiple pieces of content; and

deliver the e-mail to each of the patrons.

14. (Original) The system of claim 13, the processor being further programmed to prioritize the multiple pieces of content for placement in the e-mail.

15. (Original) The system of claim 14, the processor being further programmed to limit the number of pieces of content to be provided in the e-mail.

16. (Original) The system of claim 15, the processor being further programmed to eliminate duplicate pieces of content.

17. (Original) The system of claim 14, the processor being further programmed to sort the multiple pieces of content into defined categories.

18. (Original) The system of claim 17, the processor being further programmed to limit the number of pieces of content to be provided within each of the defined categories.

19. (Original) A system for providing multiple pieces of content in a single e-mail, the system comprising:

a content management subsystem, wherein the content management subsystem is adapted to receive content as input and is adapted to deploy the content into a first database;

a datamart subsystem, wherein the datamart subsystem is adapted to extract content from the first database and one or more other databases and is adapted to match a plurality of patrons to a single piece of content, based on each patron's corresponding interest;

a targeted e-mail application subsystem, wherein the targeted e-mail application subsystem is adapted to merge each single piece of content matched to each of the plurality of patrons, so as to provide a single e-mail having multiple pieces of content for each of the plurality of patrons; and

an e-mail vendor subsystem, wherein the e-mail vendor subsystem is adapted to distribute the targeted e-mail to each of the plurality of patrons.

20. (Original) The system of claim 19, wherein the targeted e-mail application subsystem is further adapted to prioritize the multiple pieces of content for placement in the e-mail.

21. (Original) The system of claim 20, wherein the targeted e-mail application subsystem is further adapted to limit the number of pieces of content to be provided in the e-mail.

22. (Original) The system of claim 21, wherein the targeted e-mail application subsystem is further adapted to eliminate duplicate pieces of content.

23. (Original) The system of claim 19, wherein the targeted e-mail subsystem is further adapted to sort the multiple pieces of content into defined categories.

24. (Original) The system of claim 23, wherein the targeted e-mail subsystem is further adapted to limit the number of pieces of content to be provided within each of the defined categories.

Please add the following new claims:

25. (New) The method of claim 1, said maintaining further comprising maintaining a database identifying patrons' behavior; and

said matching further comprising matching the multiple pieces of content to each of the patrons based on the patrons' behavior.

26. (New) The method of claim 1, wherein the patrons' behavior identified includes at least one of flight behavior and website behavior.

27. (New) The system of claim 13, the processor being further programmed to:  
maintain a database identifying patrons' behavior; and

match the multiple pieces of content to each of the patrons based on the patrons' behavior.

28. (New) The system of claim 19, wherein the datamart subsystem is further adapted to match a plurality of patrons to a single piece of content based on patrons' behavior.